

Health and Wellness Advisory Committee
July 27, 2010
Meeting Summary

Attendees: Phil Smakula; Susan Emery; Roliette Golding; Shawn Brennan; Mary Sweeney; Richard Green (DHHS); Bozena Skraban (Shady Grove Adventist Hospital); Selma Sweetbaum; Marsha Weber.

Introductions

Review and Discussion of Fall Prevention Campaign

Public Information: Committee discussed pros and cons of a flier vs. a tri-fold brochure and opted for the latter. Also discussed best use of the "second page" and decided to include broad descriptions of the types of fall prevention activities that are available and a list of sponsoring organizations in lieu of a self-assessment. The brochure will include reference to an online assessment, however. Shawn will work with David Jeo in the Public Information Office on a mock-up. Susan offered to translate the content into Spanish.

Shawn indicated that the Area Agency on Aging will place ads related to fall prevention in the Beacon and the Gazette during September.

Partner activities

Shawn discussed reaching out to aging service providers, encouraging them to participate in the campaign. Area Agency on Aging will underwrite a limited number of presentations by occupational therapists on falls preventions. Shawn to connect with potential host organizations.

Outreach to Doctors

The group reviewed a draft letter that will be mailed to physicians. Shawn committed to editing the letter based on comments and e-mailing it to committee members. Brochures will be sent along with the letters.

Professional Education

Shawn distributed fliers on "Helping to Protect Older Adults from Falls" and promised to e-mail it to the group. Susan offered to look into videotaping it. Shawn said she'd ask the speakers if they are comfortable with that.

Role/Recognition of Committee Members and Potential Sponsors

The committee discussed the idea of seeking a sponsor to print the brochures and the need to provide some form of recognition to committee member organizations.

Go-Around: Participants shared details of exciting projects they are involved with.

Fall into a Healthier You: JCC and Adventist Health Care, October 10th, 11:00-3:00. This event will include workshops, health screenings, demonstrations, and flu shots. The group

brainstormed ways to provide incentives for attendees of the InfoExpo (also on October 10) to attend this event and vice versa.

Circle of Rights is partnering with Senior Connection and JCA to provide public service announcements related to transportation options. CoR also working on a Spanish-language exercise program to prevent stroke.

OASIS expanding services at the Bethesda-Chevy Chase Regional Services Center and Leisure World. Also offering *Active Living Every Day*, a behavior-change program, in Prince George's County in September.